

**Regine Hohnsbein** (DE)  
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Born in 1967. Regine Hohnsbein graduated from the Justus-Liebig-University in Giessen with a Master's Degree in Business Administration.

After her studies, Regine Hohnsbein served as Manager of the Mobile Computing Group of Compaq Computer Corporation in Munich and as Business Manager of monitors at Philips GmbH, Hamburg. Subsequently, Regine Hohnsbein became Country Marketing Manager within HP's Imaging and Printing Group (IPG). In this capacity, she oversaw the commercial and consumer end-customer marketing, public relations, channel marketing and development and business intelligence for IPG products in Germany. During this time, Regine Hohnsbein also was responsible for the overall consumer go-to-market strategy for HP Germany.

Regine Hohnsbein currently holds the position as Director of handhelds and mobility for HP Company's Personal System Group (PSG) in Europe, Middle East and Africa (EMEA).



Theses  
**Mobile Computing –  
 Just Gadget or Added  
 Value for Personal and  
 Business Life?**

Today the telecommunications and IT industry are coming closer – what does that mean for us? How will the products of the future look like? Which technologies will succeed and really add value to customers? Who are the users of wireless applications and services today and in the future? And is mobile computing secure?

The mystery of using a mobile device in a wireless environment for private and business users seems to be removed. Concerns about security for example appear to be going away. Institutions are adopting WLAN for campus as well as mobile applications via mobile operator networks for field staff in record number. Consumers are buying and sharing music and photos via mobile phones and by that wirelessly transferring more data than ever. The latter even though the concerns regarding churn rate of the technology

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and vulnerability of the wireless network and mobile devices are not gone.

Let us explore the key market, device, application and technology trends that drive the mobile computing business and make it one of the fastest growing areas of the IT and telecoms industries.

**Live digital pen application for all participants.**